

Message Text

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SUBJ: PROPOSED TRADE MISSIONS

REF: STATE 155386

1. WE WELCOME PROPOSED TRADE MISSION ON CHEMICAL PROCESSING EQUIPMENT AND INSTRUMNETS. SALES OPPORTUNITIES REMAIN EXCELLENT. WHEN RECENTLY CANVASSED BY TELEPHONE, LEADING ISRAELI FIRMS REACTED ENTHUSIASTICALLY TO POSSIBILITY OF TRADE MISSION IN CHEMICAL PROCESSING FIELD.

2. DECEMEBER 14-19 SCHEDULE POSES NO PROBLEM AS FAR AS WORKLOAD AND LOCAL HOLIDAYS. NOTE THAT FRIDAY AFTERNOON, DEC 19, ISRAELI BUSINESS ARE CLOSED. WE ASSUME TRADE MISSION WILL HAVE ARRIVED BY SATURDAY, DEC 13, ENABLEING MEMBERS TO MAXIMIZE FULL-WORKING HOURS ON SUNDAY, DECEMBE4 14.

3. JUSTIFICATION FOR PROMOTION OF CHEMICAL PROCESSING EQUIPMENT AND INSTRUMENTATION TRADE MISSION:

A. TO MEET GROWING-WORLD DEMAND FOR FERTILZIZERS, PHOSPHATES AND CHEMICALS, ISRAEL PLANS TO INVEST \$1 BILLION IN ITS CHEMICAL INDUSTRY OVER NEXT FIVE YEARS. SIMILARLY, PRODUCTION IN THIS SECTOR IS EXPECTED TO RISE ONE AND ONE-HALF TIMES, REACHING \$1 BILLION (1971 PICES) BY 1981. BESIDES LOCAL PRODUCTION, EXPORTS IN THIS INDUSTRY HAVE BECOME INCREASINGLY UNCLASSIFIED

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IMPORTANT DURING LAST FEW YEARS; AN ADDITIONAL \$210 MILLION WORTH OF EXPORTS ANNUALLY IS FORECAST BY 1980.

B. ISRAELI CHEMICAL INDUSTRY CONSISTS PRINCIPALLY OF BASIC ORGANIC AND INORGANIC CHEMICALS, PESTICIDES, PHARMACEUTICALS,

SOAPS, AND DETERGENTS, PAINTS AND LACQUERS, COSMETICS, OIL REFINING AND BYPRODUCTS. RESEARCH AND DEVELOPMENT PLAY IMPORTANT ROLE IN CHEMICAL INDUSTRY. R AND D PROGRAM IS ENCOURAGED BY GOVERNMENT WITH GRANTS UP TO 50 PER CENT COST OF PROJECT.

C. TO CITE PARTICULAR EXAMPLE OF UPCOMING EXPANSION, ISRAEL CHEMICALS, LTD. (CONGLOMERATE REPRESENTING ABOUT THREE-FOURTHS CHEMICAL INDUSTRY) IS IN MIDST OF INVESTMENT PROGRAM WHICH WILL TRIPLE SIZE OF INDUSTRY IN NEXT FIVE YEARS. CHEMICALS AND PHOSPHATES, LTD., PART OF ICL LTD. GROUP, IS EXPANDING GREATLY. NEW UNITS WILL BE CONSTRUCTED: ONE WILL MANUFACTURE AMONIA WITH CAPACITY 650 TONS PER DAY AT ESTIMATED COST \$45 MILLION; ANOTHER PLANT WILL MANUFACTURE UREA WITH CAPACITY OF 600 TONS PER DAY, ESTIMATED COST \$20 MILLION.

4. FOLLOWING PRODUCTS SEEM TO OFFER BEST PROSPECTS: HEAT EXCHANGERS, REFINING COLUMNS (OIL), FURNACES, REACTORS PUMPS, COMPRESSORS, BOILERS, VALVES, FILTERS, FITTINGS, PIPES, TURBINES, ELECTRICAL EQUIPMENT, IE MOTORS, SWITCH GEARS, AND CABLES. CHEMICAL PRODUCTS AND RAW MATERIALS FOR " PLANT PRODUCTION"

ARE NEEDED IN ADDITION TO EQUIPMENT FOR MANUFACTURING GRANULES AND MICROGRANULES. THERE ARE OPPORTUNITIES FOR SALES OF ALL TYPES OF INSTRUMENTATION. ISRAELI FIRMS RECENTLY CONTACTED ALSO EXPRESSED DESIRE TO MEET REPRESENTATIVES OF U.S. ENGINEERING FIRMS ENGAGED IN CONSULTANCY AND CONTRACTING.

5. WE ARE CURRENTLY EVALUATING PROPOSED TRADE MISSION ON THEME OF PORT DEVELOPMENT AND PREFER TO MAKE FURTHER INQUIRES BEFORE SEND REPLY.
VELIOTES

UNCLASSIFIED

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